

**WHAT IS CLAIMED IS:**

1. An interactive audio system, comprising:
  - a home audio system having a user interface;
  - a communication device connecting said home audio system to a telephone;
  - 5 an audio player receiving music signal and audibly playing music pieces from said music signal;
  - a rider buffer storing data corresponding to said music pieces;
  - a main processor receiving a programming signal and a rider signal from a program transmission channel and directing said programming signal to the audio player
  - 10 and storing the rider signal in the rider buffer;
  - an ordering interrupter;
  - wherein upon receiving a command from the user interface, said ordering interrupter instructs the communication device to establish communication with an ordering center via said telephone, and places an order for a hard copy of the music piece
  - 15 corresponding to the data stored in said rider buffer.
2. The system of claim 1, further comprising an ordering memory having ordering data stored therein.
- 20 3. [canceled] The system of claim 1, wherein said programming and rider signals comprise radio transmission.

4. [canceled] The system of claim 1, wherein said programming and rider signals  
comprise data transmission.
5. The system of claim 1, wherein said communication device comprises a cellular  
5 phone.
6. The system of claim 1, wherein said communication device comprises a modem.
7. [canceled] A method for soliciting and receiving for merchandise, comprising:  
10 transmitting a programming signal; and  
transmitting a rider signal comprising a rider ID and a merchandise code.
8. [canceled] The method of claim 7, wherein said rider further comprises ordering  
contact data.
- 15 9. [canceled] The method of claim 7, further comprising establishing a channel of  
communication with a recipient of the programming signal and obtaining a  
merchandise order corresponding to the rider signal.
- 20 10. A method for music order placement using a system having an audio part,  
comprising:  
storing in said system personal ordering information;

receiving a programming signal from a program transmission channel in said system and sending the programming signal to the audio part to audibly play music pieces included in said programming signal;

receiving a rider signal corresponding to said music pieces in said system and  
5 storing said rider in a rider buffer;

upon receiving an ordering command, establishing a telephone communication channel with an ordering center and placing an order for a hard copy of the music piece corresponding to said rider and said personal ordering information.

10 11. [canceled] The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a telephony system.

12. The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a computing system.

15